



City of Hamilton
BUSINESS IMPROVEMENT AREA SUB-COMMITTEE
AGENDA

Meeting #: 25-002
Date: February 18, 2025
Time: 10:30 a.m.
Location: Room 264, 2nd Floor, City Hall (hybrid) (RM)
71 Main Street West

Tamara Bates, Legislative Coordinator (905) 546-2424 ext. 4102

	Pages
1. CALL TO ORDER	
2. CEREMONIAL ACTIVITIES	
3. APPROVAL OF AGENDA (Added Items, if applicable, will be noted with *)	
4. DECLARATIONS OF INTEREST	
5. APPROVAL OF MINUTES OF PREVIOUS MEETING	
5.1 December 10, 2024	3
5.2 January 21, 2025 - No Quorum	7
6. DELEGATIONS	
7. ITEMS FOR INFORMATION	
7.1 Presentations from the January 21, 2025 Business Improvement Area Sub-Committee Agenda	
7.1.a Special Events Advisory Team (SEAT) Review (no copy)	
7.1.b Review of On-Street Parking Rates and Hours for 2025 (no copy)	

7.1.c 2024 Business Improvement Areas (BIA) Audits (no copy)

7.2 Engaging with Your Business Improvement Area (BIA)

9

This item includes a presentation.

8. ITEMS FOR CONSIDERATION

9. MOTIONS

10. NOTICES OF MOTION

11. GENERAL INFORMATION / OTHER BUSINESS

11.1 General Information / Other Business Items from the January 21, 2025
Business Improvement Area Sub-Committee Agenda

11.1.a Updates from Business Development Office (no copy)

11.1.b Statements by Members (no copy)

11.2 Updates from Business Development Office (no copy)

11.3 Statements by Members (no copy)

12. ADJOURNMENT



Hamilton

BUSINESS IMPROVEMENT AREA SUB-COMMITTEE MINUTES 24-009

10:30 a.m.

Tuesday, December 10, 2024

Council Chambers

Hamilton City Hall

71 Main Street West

Present: S. Braithwaite (Chair) – International Village BIA
 Councillor T. Hwang
 Councillor E. Pauls
 Councillor M. Wilson
 T. MacKinnon – Westdale Village BIA and Stoney Creek BIA
 S. Pennie– Waterdown BIA
 H. Peter – Ancaster BIA
 D. Tayler – Dundas BIA
 N. Ubl – Barton Village BIA
 E. Walsh – Downtown Hamilton BIA
 S. Weiler – Ottawa Street BIA

**Absent with
 Regrets:** D. Sanchez – Concession Street BIA
 B. Schormann – Locke Street BIA

THE FOLLOWING ITEMS WERE REFERRED TO THE GENERAL ISSUES COMMITTEE FOR CONSIDERATION:

1. Appointment of Chair and Vice-Chair for 2025 (Item 1.1)

(i) Appointment of Chair

(MacKinnon/Pennie)

That Susie Braithwaite be appointed Chair of the Business Improvement Area (BIA) Sub-Committee for 2025.

CARRIED

(i) Appointment of Vice-Chair

(MacKinnon/Walsh)

That Susan Pennie be appointed Vice-Chair of the Business Improvement Area (BIA) Sub-Committee for 2025.

CARRIED

2. Review of the Business Improvement Area Sub-Committee Terms of Reference (Added Item 10.1)

(Braithwaite/Tayler)

That the Business Improvement Area Sub-Committee Terms of Reference be amended as follows:

Meetings

Meetings will *normally* be on the *second third* Tuesday of each month, *or at the call of the Chair*.

CARRIED

FOR INFORMATION:

(a) CHANGES TO THE AGENDA (Item 2)

The Committee Clerk advised of the following changes to the agenda:

5. COMMUNICATIONS

5.1 Common House Cafe (PED24210) (City Wide) (Referred from Council, November 13, 2024)

Recommendation: Be received

DEFERRED to the February 2025 meeting.

10. DISCUSSION ITEMS

10.1 Review of Business Improvement Area Sub-Committee Terms of Reference

(Walsh/Peter)

That the agenda for the December 10, 2024 Business Improvement Area Sub-Committee meeting be approved, as amended.

CARRIED

(b) DECLARATIONS OF INTEREST (Item 3)

There were no declarations of interest.

(c) APPROVAL OF MINUTES OF PREVIOUS MEETING (Item 4)

(i) November 12, 2024 (Item 4.1)

(Walsh/MacKinnon)

That the November 12, 2024 Minutes of the Business Improvement Area Sub-Committee be approved, as presented.

CARRIED**(d) PRESENTATIONS (Item 8)****(i) Collaboration Opportunities with McMaster University's Student Success Centre (Item 8.1)**

Jamie Wang, McMaster University Student Success Centre, addressed the Business Improvement Area Sub-Committee respecting Collaboration Opportunities with McMaster University's Student Success Centre.

(Peter/Weiler)

That the presentation from Jamie Wang, McMaster University Student Success Centre, respecting Collaboration Opportunities with McMaster University's Student Success Centre, be received.

CARRIED**(e) DISCUSSION ITEMS (Item 10)**

Susie Braithwaite relinquished the Chair to Susan Pennie to put forward a motion respecting the following item.

(i) Review of the Business Improvement Area Sub-Committee Terms of Reference (Added Item 10.1)

Susie Braithwaite resumed the Chair.

For further disposition of this matter, refer to Item 2.

(f) GENERAL INFORMATION/OTHER BUSINESS (Item 13)**(i) Updates from Business Development Office (Item 13.1)**

Cristina Geissler, Business Development and Business Improvement Area (BIA) Officer, addressed the Committee respecting Updates from the Business Development Office.

(Walsh/Pennie)

That the verbal update from Cristina Geissler, Business Development and Business Improvement Area (BIA) Officer, respecting Updates from the Business Development Office, be received.

CARRIED**(ii) Statements by Members (Item 13.2)**

BIA Members used this opportunity to discuss matters of general interest.

(Ubl/Weiler)

That the updates from Committee Members, be received.

CARRIED

(g) ADJOURNMENT (Item 15)

(Walsh/Pennie)

That there being no further business, the Business Improvement Area Sub-Committee be adjourned at 11:16 a.m.

CARRIED

Respectfully submitted,

Susie Braithwaite
Chair,
Business Improvement Area Sub-
Committee

Tamara Bates
Legislative Coordinator
Office of the City Clerk



Hamilton

BUSINESS IMPROVEMENT AREA SUB-COMMITTEE

Minutes BIAc 25-001

Tuesday, January 21, 2025

10:30 a.m.

Room 264, 2nd Floor

Hamilton City Hall

Present: S. Braithwaite (Chair) – International Village BIA
 T. MacKinnon – Westdale Village BIA and Stoney Creek BIA
 S. Pennie– Waterdown BIA
 N. Ubl – Barton Village BIA
 E. Walsh – Downtown Hamilton BIA
 S. Weiler – Ottawa Street BIA

**Absent with
 Regrets:** Councillor T. Hwang – City Business
 Councillor E. Pauls – City Business
 Councillor M. Wilson – City Business
 H. Peter – Ancaster BIA
 D. Sanchez – Concession Street BIA
 B. Schormann – Locke Street BIA
 D. Tayler – Dundas BIA

Pursuant to Section 5.4(6) of the City of Hamilton’s Procedural By-law 21- 021, as amended, at 10:45 a.m. the Legislative Coordinator to the Committee advised those in attendance that quorum had not been achieved within 15 minutes after the time set for the Business Improvement Area Sub-Committee, therefore, the Legislative Coordinator to the Committee noted the names of those in attendance and the meeting stood adjourned.

Respectfully submitted,

Tamara Bates
 Legislative Coordinator
 Office of the City Clerk

Engaging with Your BIA

Public Engagement for BIAs

Communications and Community Engagement Division
February 18, 2025



Hello!

Jocelyn Strutt

Blaze Forgie

Communications and Community Engagement Division,
Community Initiatives Team,
City of Hamilton





What is meaningful engagement?

- Informs decision-making
- Planned for at the start of a project
- Authentic & honest
- Inclusive and equity-centered
- Occurs when participants feel their input is valued
- Reflects the interests, ideas, and voices of community

Public engagement is the **intentional process** involving **community** in thoughtful discussion to help inform City **decision-making** processes.

BIA context

BIAs:

- **interact** with the public
- are **situated** within neighbourhoods where people live
- **reflect** the diversity and vibrancy of Hamilton (*businesses, consumers, community members*)



Exploring the opportunity for engagement

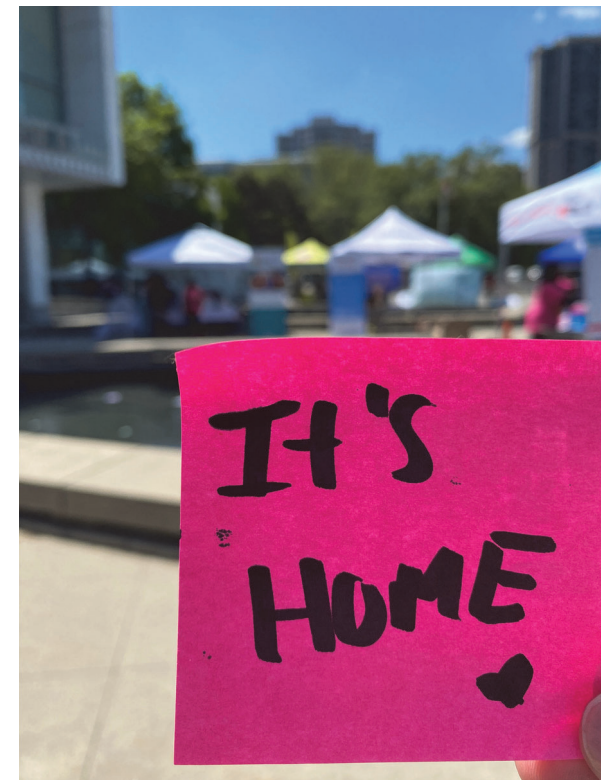
- What types of decisions do BIAs make?
- Who is impacted by these decisions?
- Is there an opportunity for public input?
- How would input strengthen outcomes of our decisions?



Ottawa Street Transportation Engagement

What are some examples?

- Streetscape and beautification
- Parking, transit, active transportation & pedestrian safety
- Community events and programming
- Wayfinding
- Consumer experience & attraction to BIAs



Where might engagement add value?

- Community expertise offers a range of views from diverse perspectives (*child, youth, newcomer, older adult, etc.*)
- Strengthened relationships between businesses, residents, and community (*mutually-beneficial*)
- Increased trust and transparency in BIA initiatives
- Considers input in growth of streetscapes, events, etc.
- Increased, shared participation in development of BIAs

How do we plan to engage?



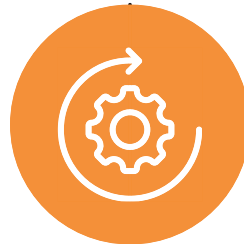
1. Design

- At the outset, we ask questions to understand:
- what is the context surrounding our project?
 - what is your purpose for engagement?
 - what can the public influence?
 - how will the public participate?



2. Engage

Actively engaging community by facilitating a range of creative and accessible methods to engage your target audiences.



3. Report Back

Close the feedback loop by confirming what you heard and how it contributed to the decision-making process.

Aims of engagement planning

To determine:

- **Who** is impacted & **why** should we engage?
- **How** can we engage? (multiple methods/IDEA)



Barton Street Functional Study Public Engagement

What supports are available to support engagement?

Public engagement requires a unique approach every time. The City's public engagement team is here to help!



1:1 internal strategic consultation

- public engagement policy
- engagement planning
- centering IDEA
- Engage Hamilton



Engagement Lending Library

(browse and borrow from a selection of over 100 items to facilitate a wide-range of inclusive and accessible engagement activities)

Thank you!



We're here to help. Contact us at:
engage.hamilton@hamilton.ca